

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

February 11, 2014

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants

Charles Eberly, The Eberly Company

Fabio Conti, Fabiolus Cucina

Brian Folb, Paramount Contractors

Chase Gordon member-elect, Avison Young

Elva Hernandez member-elect, Hudson Pacific Properties

Melissa Logan, Amoeba Music

Elizabeth McDonald, Secretary, Los Angeles Film School

Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Keith Ragadio member-elect, Robertson Properties Group

Fred Rosenthal, Ametron

Katie Seymour, Windsor Communities

Arthur Stroyman, Kilroy Realty Corp.

Absent

Duke Gallagher, Treasurer, The Production Group

Kitty Gordillo, Hollywood Wilshire YMCA

James Haydu ex-officio member, SEE-LA

Harout Markarian, Western Diocese of the Armenian Church

Guests

Beth McNamara, Citizens of the World

Jamie Rosenblatt, Citizens of the World

Jeff Jacobberger, Civic Enterprise Associates

Mott Smith, Civic Enterprise Associates

Marie Rumsey, CD-13

Connie McKinney, Broadreach Capital/Transwestern

Wally Knox, CD-4 Candidate

Erin Schroettinger, Robertson Properties Group

Steve Seyler, Andrews International Security

Consultants

Sarah Besley, Sunset & Vine BID Executive Director, Hollywood Property Owners Alliance

Kerry Morrison, Hollywood Property Owners Alliance

Joseph Mariani Jr., Hollywood Property Owners Alliance

Devin Strecker, Hollywood Property Owners Alliance

ANNUAL MEETING

I. Call To Order

Massie called the meeting to order at 4:11 p.m.

II. Report from Nominating Committee

- A. Election of new board members: Logan presented the slate of nominees, which included the following individuals to be elected to a two-year term (2014-2016): Fabio Conti; Charles Eberly; Kitty Gordillo; Chase Gordon; Elva Hernandez; Elizabeth McDonald; Michael Pogorzelski; Keith Ragadio; and Fred Rosenthal.

The motion to approve the slate of nominees was moved and CARRIED unanimously.

- B. Election of Officers: Logan presented the slate of officers, which included the following directors to serve one-year terms and to serve as Executive Committee for Central Hollywood Coalition: Carol Massie, President; Fabio Conti, Vice President; Elizabeth McDonald, Secretary; and Duke Gallagher, Treasurer.

It was moved by Brian Folb, seconded by Katie Seymour and CARRIED to approve the slate of officers. The motion carried unanimously.

III. Adjournment

Massie adjourned the annual meeting at 4:15 p.m.

MONTHLY MEETING

I. Call to Order:

Massie called the regular monthly meeting to order at 4:15 p.m.

II. Public Comment, Introductions & Special Guests:

- A. Beth McNamara and Jaime Rosenblatt introduced themselves as board members for Citizens of the World Charter School, which has two schools in the Hollywood area. They are looking forward to making connections and working with the community.
- B. Wally Knox introduced himself as a candidate for CD-4.

III. Approval of Board Minutes

- A. **Minutes from January 14, 2014**
The board reviewed the minutes from the previous meeting.

It was moved by Fabio Conti, seconded by Fred Rosenthal and CARRIED unanimously to approve the Minutes from the January 14, 2014 meeting.

IV. Treasurer's Report

- A. **Approve Treasurer's report ending January 31, 2014:** A reconciliation report, cash flow statement, balance sheet, and detailed delinquency report were distributed to the Board. According to the cash flow statement the BID is scheduled to have about \$39,935 remaining at the end of the year.

The treasurer's report ending January 31, 2014 was unanimously approved.

- B. **Report from meeting re/ transition of treasury duties:** Besley reported that after serving more than eight years as a volunteer treasurer, Gallagher will be retiring his duties this year. Staff is currently searching for a bookkeeper to oversee accounts payable and financial management for the BID and is accepting referrals from the board and members of the BID Consortium.

V. Committee & Program Reports

A. Security Committee

1. **LAPD camera upgrade:** Mariani reported that Metro Video is on schedule to have the Hollywood & Highland, and Hollywood & Sycamore, cameras installed before the Academy Awards. The remainder of the cameras are scheduled to be installed before the end of March.
2. **Alcohol task force:** Mariani reported that a meeting had been held with LAPD, LAFD, CD-13 and BID security, the city attorney, and other interested parties to talk about public intoxication which is the cause of the majority of the arrests made by the BID. The group is trying to tackle restriction of single sales/sales to inebriated persons, working with Vice, and renewing a letter campaign to merchants that sell alcohol. The city attorney is also looking into various intervention tactics, including adding detox beds to local hospitals and homeless facilities.

B. Marketing & Communications

1. **Sunset & Vine BID photo bank:** Strecker reported that in the course of hiring a photographer to take new photos for a HED Photo Bank, he requested that photographer, Gary Leonard, capture photos of the Sunset & Vine BID. Strecker had shared some of the photos at the last board meeting and stated that Leonard will be working with Haines & Co. to complete the project. Staff is recommending that the SVBID pay \$1,000 out of the total \$5,000 for the project.

It was moved by Fabio Conti, seconded by Brian Folb and CARRIED unanimously to approve expenditure of \$1000 for new Sunset & Vine BID photos for a Hollywood Photo Bank for marketing and public relations uses.

2. **Website redesign:** Strecker stated that Haines & Co., the PR firm working with HED, has been hired to build new BID websites for both HED and SVBID, with a new central blog meant to appeal to everyone, while the BID websites will remain independent with information related to each BID. The new photos will also be used in the new websites. The blog will be similar to Curbed LA and will feature general interest stories about Hollywood, along with news on developments, events, new stores and restaurants and more.
3. **Education Trade Outreach following Emerson opening by Haines & Co:** HED's PR consultants will be pitching a piece on higher education in Hollywood to educational trade press after Emerson College has done their initial press outreach. The pitch will place particular attention on Emerson and also shed light on the 16 other post-secondary schools (approximately 7,500 students) that are focused on arts and entertainment in Hollywood.

C. Streetscape & Planning Committee

1. **Next committee meeting:** March 5th at the HPOA Office at 11 a.m.
2. **Status of Green Vine Project:** Besley reported that the city has informed staff that they will begin cutting tree-wells along Vine Street before the end of this month and trees will be installed thereafter.
3. **Update on Hollywood Community Plan Ruling:** Besley reported that a hearing was held in closed session at City Council on February 11th to determine whether the city will appeal the lower court's ruling which invalidated the Plan. Kerry Morrison testified in support of the Plan and asked the Council to strongly consider an appeal.
4. **DWP grant application and potential new opportunities from DWP:** Besley stated that staff submitted an application for the \$5,000 grant offered by DWP on January 30th. If awarded, the funds would help pay for the watering and maintenance of the 55 Jacarandas being planted on Vine Street. In addition, staff has determined that about \$8,000 remain in CHC and HPOA bank accounts to help pay for monthly clean-up (for the next 8 months) of the six off-ramps from the 101. DWP also reached out to the BID Consortium to seek recommendations on how they might provide additional assistance to BIDs. Several suggestions were made including conservation programs; sustainable landscape projects; and lighting.

D. Nominating Committee

1. **Orientation for board members-elect:** Besley said the next step for the new board members will be an orientation at the HPOA office. The nominating committee will also be searching for one more board member to fill the seat left vacant by Mike Smith. The committee will continue to keep Emerson College in mind as a source for a possible new board member.

VI. New Business

- A. **Modified Parking District:** Jeff Jacobberger and Mott Smith, from Civic Enterprise Associates, who have been hired to study and make recommendations on Modified Parking Requirements District in Hollywood, gave an overview of their objectives. CEA will focus on recommendations related to modifying the zoning code as opposed to parking management issues, however those may be discussed as well. The research portion of their study is expected to take about four to six months to complete.
- B. **Hollywood Bike Plan:** Besley advised the Board that the Chamber has invited representatives from LADOT to deliver a presentation on the proposed Hollywood Bike Plan on February 25th at 10 a.m. Any board members that wish to participate are welcome to participate.

VII. Staff Reports

- A. **Report back from hearing w/ Economic Development Committee:** Besley testified along with representatives from the Fashion District, Downtown Industrial, Gateway to LA, and Wilshire Center at the Economic Development Committee hearing on January 28th. Chairperson Curren Price had requested a presentation on the BID program and the various benefits it provides to the city.
- B. **Discuss change order to CHC/HPOA service agreement:** Staff will present a change order for the board to consider in the next two months after a price for new bookkeeping services is determined.

VIII. Next Meeting & Annual Dinner: March 11, 2014

IX. Adjournment

The meeting was adjourned by Massie at 5:49 p.m.